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| COOLEY LLP | | | ZHAO, DAQUAN | |
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/727,710

Applicant(s)

HERZ, WILLIAM SAMUEL

Examiner

DAQUAN ZHAO

Art Unit

2621

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 25 February 2010.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-9 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-9 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/CD)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 2/25/2010 have been fully considered but they are not persuasive.
2. Applicant argues Sturgeon et al fail to teach presentation settings are synchronized with respective portion of said audio/video program during subsequent playback session. The examiner respectively disagrees.
3. Sturgeon et al teach. e.g. column 6, lines 51-65, "In essence, it should be understood that DVD/CS module 416 controls the playback of a DVD title, interacts with the drivers 412, 414 to start and stop the DVD player, or, find a particular portion of a title or select a title and pass along user preferences selected by a user through the IOSD 418" also , and the setting parameter includes "brightness, contrast, hue and saturation", column 6, lines 9-26 of Sturgeon et al also teach "These settings may be selected for a title **during its playback** on the fly through various on-disc menus ..."
Therefore, Sturgeon et al teach presentation settings are synchronized with respective portion of said audio/video program during subsequent playback session.

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1, 3-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sturgeon et al (US 6,064,385), hereinafter referenced as Sturgeon and further in view of Schoner et al (US 6,493,506 B1), hereinafter referenced as Schoner.

For claim 1, Sturgeon teach an apparatus to process an audio/video program, comprising:

a preferences module configured to
coordinate specification, by a first user, of a first set of presentation settings with a first set of portions of said audio/video program and with said first user, and
coordinate specification, by a second user, of a second set of presentation settings with a second set of portions of said audio/video program and with said second user (e.g. abstract, column 4, lines 20-31, the examiner considers that the "current user preference value" and the "new preference value" can be set by the first user and the second user, respectively. It is an inherent feature that the system of Sturgeon can be used by different users to change the set up value during playback); and
a presentation module coupled to said preferences module, said presentation module being configured to,
during subsequent playback of said audio/video program for said first user, selectively apply said first set of presentation settings to said first set of portions of said audio/video program, and selectively apply said second presentation setting to said second portion of said audio/video program (e.g. column 4, lines 31-41).

during subsequent playback of said audio/video program for said second user, selectively apply said second set of presentation settings to said second set of portions of said audio/video program (e.g. column 4, lines 31-41).

presentation settings are synchronized with respective portion of said audio/video program during subsequent playback session. Sturgeon et al teach (e.g. column 6, lines 51-65, "In essence, it should be understood that DVDCS module 416 controls the playback of a DVD title, interacts with the drivers 412, 414 to start and stop the DVD player, or, find a particular portion of a title or select a title and pass along user preferences selected by a user through the IOSD 418" also , and the setting parameter includes "brightness, contrast, hue and saturation", column 6, lines 9-26 of Sturgeon et al also teach "These settings may be selected for a title **during its playback** on the fly through various on-disc menus ...")

Sturgeon fails to teach attribute of the user and based on said attribute of user, retrieve said presentation setting. Schoner teaches Sturgeon fails to teach attribute of the user and based on said attribute of user, retrieve said presentation setting (e.g. abstract, column 3, lines 21-30 user identification field corresponds to the claimed "attribute" of user; the interpretation of the claimed "attribute" is in view of paragraph 31 of the instant application, which describes the user attribute as the name of the user, which is the id of the user). It would have been obvious to one ordinary skill in the art at the time the invention was made to incorporate the teaching of Schoner into the

teaching of Sturgeon to allow user conveniently view presentation without having to reselect viewing and listening preferences (Schoner, column 2, lines 5-16).

For claim 3, Sturgeon teaches at least one of said first set of presentation setting and said second set of presentation settings corresponds to one of an audio setting and a display setting (e.g. column 8, lines 51-65).

For claim 4, Sturgeon teaches said audio setting corresponds to one of an audio channel setting, an audio field setting, an audio format setting, a dynamic range setting, a language setting, a pitch setting, a playback speed setting, a tone setting, and a volume setting (e.g. column 4, lines 31-41).

For claim 5, Sturgeon teaches said display setting corresponds to one of a brightness setting, a black and white setting, a contract setting, a color setting, a fast motion setting, a flicker setting, a gamma setting, a hue setting, a letter box setting, a non-square zoom setting, a pan and scan setting, a pillar-box setting, a pixel blurring setting, a pixel sharpening setting, a red-eye setting, a slow motion setting, and a zoom setting (e.g. column 4, lines 31-41).

For claim 6, Sturgeon teaches preference module is configured to coordinate storage of said first set of presentation settings for said first user, and said preferences module is configured to coordinate storage of said second set of presentation settings for said second user (e.g. column 4, lines 20-31).

For claim 7, Sturgeon teaches a memory coupled to said preferences modules and said presentation module, said memory being configured to store said first set of

presentation setting for said first user and said second set of presentation setting for said second user (e.g. column 7, lines 25-40).

For claim 8, Sturgeon teaches coordinate said specification of said first set of presentation settings with said first set of portions of said audio/video program based on input by said first user during initial playback of said audio/video program e.g. abstract, column 4, lines 20-31).

For claim 9, Sturgeon teaches coordinate said specification of said first set of presentation settings with said second set of portions of said audio/video program based on input by said second user during initial playback of said audio/video program e.g. abstract, column 4, lines 20-31).

3. Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Sturgeon and Schoner as applied to claims 1, 3-9 above, and further in view of Durden et al (US 2004/ 0,261,099 A1).

see the teaching of Sturgeon and Schoner above.

For claim 2, Sturgeon and Schoner fail to teach a time stamp. Durden et al teach a time stamp (paragraph [0072]). It would have been obvious to one ordinary skill in the art at the time the invention was made to incorporate the teaching of Durden et al into the teaching of Sturgeon and Schoner for user to easily modify the video.

There's no new ground(s) of rejection. Accordingly, THIS ACTION IS MADE FINAL. See MPEG § 706.07 (a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136 (a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing data of this action. In the event a first reply is filed within TWO MONTHS of the mailing data of this action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period. Then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing data of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Daquan Zhao whose telephone number is (571) 270-1119. The examiner can normally be reached on M-Fri. 7:30 -5, alt Fri. off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tran Thai Q, can be reached on (571)272-7382. The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Daquan Zhao/
Examiner, Art Unit 2621

/Thai Tran/
Supervisory Patent Examiner, Art Unit 2621